

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**FAMILIES, HOUSING, COMMUNITY SERVICES AND**  
**INDIGENOUS AFFAIRS PORTFOLIO**  
**2010-11 Additional Estimates Hearings**

**Outcome Number:** 7

**Question No:** 218

**Topic:** Closing the Gap communications

**Hansard Page:** 25/2/2011-CA4

**Senator Siewert** asked:

Can you tell me how much it has cost to develop the communication strategy, the brand framework and the style guide? Can you clarify who owns the intellectual property and any fair-use policy applied by the Government to its publications, and in particular the Closing the Gap report that was released in February? Have you got a fair-use policy?

**Answer:**

**Closing the Gap brand costs**

The cost of the Closing the Gap brand framework and style guide was \$83,056 (ex GST), comprising these elements:

- master-brand and sub-brand framework development: \$10,256
- market research and concept testing: \$59,300
- development of current style guide: \$13,500

**Closing the Gap Report intellectual property**

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